



# Oceano Revitalization Plan

## *The County of San Luis Obispo*

Environmental Justice  
FY 11-12 Grant Cycle  
District 5  
Grant Award Amount: \$149,974



## REVITALIZATION PLAN Final Report/July 2013

**Project Summary:** This project engages Oceano residents and stakeholders in an extensive public design “charrette” to produce a vision that revitalizes historic Highway 1 and adjoining streets and blocks. The resulting plan focuses on multi-modal transportation improvements and development strategies that foster community identity, local economic opportunities, and improved access to services and amenities.

### Community Outreach

- The Project Consultant Team developed concepts through an intensive community-based planning known as a “Charrette”.
- The County and Consultant team convened an advisory group prior to the Charrette that included staff from the County, OCSD Board Members and representatives of the Oceano Community Advisory Committee to learn about key issues and ways to engage the public.
- The Charrette included small group stakeholder meetings, evening presentations and field visits by the consultant team and outreach to local businesses.  
*Environmental Justice Community Outreach:*
- The “Charrette” team visited downtown Hispanic establishments and spoke with operators to hear their concerns and aspirations.

### Project Outcome

- The project will identify improvements that will lead to a safer and more walkable downtown and adjacent neighborhood areas.
- The project will also plan for improved mobility while at the same time create more attractive streetscapes along Highway 1 leading to enhanced retail activity and jobs.

### Successes & Next Steps

- Establish criteria and estimated timing of each proposed improvement, taking into consideration cost of implementation, identity and/or availability of dedicated funding sources.
- The success of this project in a timely manner is contingent upon available funding and other community priorities.
- Provide a detailed list of all possible expected funding sources, so that other counties who view this information may contact these same agencies for funds regarding their own public works projects.